

FILM COMMISSIONER

DEFINITION

Under general administrative direction, markets, promotes and encourages the film and television industry to utilize the City of Fresno as a location for filming.

SUPERVISION RECEIVED/EXERCISED

This is an unclassified position in which the incumbent serves at the will of the Economic Development Director.

DISTINGUISHING CHARACTERISTICS

The Film Commissioner promotes the economic benefits of the City of Fresno for on-location filming, promotes the area's spectacular scenery, great diversity of locations, diversity of cultures, low cost of doing business and close proximity to major attractions for the filming of feature films, commercials, television programs and other venues of production.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

(May include, but not limited to the following:)

Assumes responsibility for coordinating, rationalizing and promoting the economic advantages and activities of the City of Fresno as a "location" to the film industry for the filming of feature films, commercials, television programs, music videos and other venues of production.

Works closely with other City Departments and staff such as the Airport, Police, Parking, General Services and Parks, to streamline permitting and securing appropriate permissions for filming throughout the City. Works directly with production companies to provide services and resources for all filming projects in the City of Fresno. Works with property owners within the City to secure locations for film projects.

Conducts on-site tours for location managers and producers to familiarize them with the benefits the City has to offer by way of locations, accommodations and other services; manages and coordinates details necessary to accommodate the local production requirements.

Develops and maintains a catalog of City of Fresno locations, photographs, descriptions of buildings, streets, natural areas, bridges, parks, homes and other City locations that are suitable and available as film locations. Maintains detailed information on web-site and catalogs, location benefits and requirements for particular projects.

Develops a support industry to assist production companies, and encourages and assists in the eventual development of film facilities within the City of Fresno.

Plans, organizes and implements a broad marketing program involving media, web-site advertising, public relations, brochures, speaking engagements and related supporting activities that promote the City ensuring that sufficient information is made available. Creates and maintains a data base that tracks the number of

filming days in the City and the corresponding economic benefits, including number of locals hired, production spending (by category), room nights and any other relevant economic indicators.

Negotiates and oversees the contracting of specialized services; which may include, but not limited to, limousine service, hotel accommodations and coordination of professional photography.

Assists film companies with incoming productions in the City of Fresno, including scouting, securing locations and permits and other services that may be required.

Coordinates the hiring, selection of, and work of volunteers, staff and contractors, and evaluates performance of staff and contractors.

Coordinates activities of the Film Commission in solicitation of domestic and international films, television, video and still photography projects to the City of Fresno.

Maintains a strong working relationship with the Fresno County Film Commission, California Film Commission, FLICS (Film Liaisons in California, Statewide) and AFCI (Association of Film Commissioners International).

Monitors new developments in the film industry to meet changing needs; analyzes competitive efforts by other cities and develops strategies to maintain a competitive edge.

Coordinate with other film commissions as required.

Performs related duties as required.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

The principles and practices of public administration, program development, marketing, budgeting, accounting, and finance methods.

City policies, procedures and facilities as well as an understanding of the economic and operational aspects of the industry.

The geography of the City of Fresno, including familiarity with its neighborhoods, architectural features, and unique assets. Ability to work with and follow maps, and perform digital photography

Federal, state, and local laws, rules and regulations related to planning, design, development and operation of filming projects.

The production aspects of the motion picture and television industry and its economic relationship to the City of Fresno.

The principles and practices of public relations, including media relations, promotional activities, advertising, community relations and public affairs.

Skill to:

Operate an office computer and a variety of word processing and software applications; including Microsoft Project or similar software application.

Ability to:

Carry out assignments given in general terms and to exercise considerable independent judgment in the performance of assigned tasks and to regularly report to Department Director. Exercise independent judgment in advising top management regarding industry related matters.

Educate the community about the importance of filming in the City of Fresno by presentations, press releases and other outreach, especially as related to economic benefits.

Respond and deal with film industry in a prompt and efficient manner

Enhance the City of Fresno's image within the influential film and television communities.

Prepare clear, concise, and comprehensive reports, records, correspondence, and other written materials and make clear and persuasive oral presentations.

Establish positive working relationships with representatives of community organizations, state/local agencies and associations, City management and staff, and the public.

MINIMUM QUALIFICATIONS

Education:

Graduation from an accredited college or university with a Bachelor's Degree in marketing, mass communications, public or business administration, cinematography/film, or related field. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

Experience:

Four years of increasingly responsible experience in marketing, public relations, advertising, cinematography/film or related field.

SPECIAL REQUIREMENTS

Possession of, or the ability to obtain, a valid Class C California driver's license at time of appointment.

APPROVED: _____

Director of Personnel

DATE: _____

RLR

Modifications JC:scm 8/16/06